

Web Presentation Guidelines v 4.0

WPG CHECKLIST

Topic	Complete
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Accessibility

a.	Use the Access Washington Styleguide for Accessibility to create Accessible Web sites and Web-based applications.	
b.	Satisfy all Priority 1 WCAG checkpoints.	
c.	Implement Priority 2 and 3 checkpoints as needed, especially if your Web site incorporates tables, frames, or form controls.	
d.	Create a logical tab order for navigation.	
e.	Test and make modifications as needed with an accessibility evaluation and repair tool.	
f.	Acquire additional accessibility training as needed.	

Browser Compatibility

a.	Design to support the predominant types and versions of browsers while following the state Internet standards for Hypertext Markup Language (HTML) .	
b.	Design for your intended audience and test for multi-browser, various operating systems, and backward compatibility as needed. Use Web server logs to identify browser and platform trends.	
c.	Identify a recommended minimum for higher-level applications, and provide a Web link to the free browser upgrade and any necessary plug-ins.	

Common Look & Feel

a.	Provide a common look and feel for Web information and services.	
b.	Use the Access Washington Styleguide and templates.	
c.	Follow Web Presentation Guidelines for Top, Mid, and Page level presentation.	
d.	Use the Access Washington Web portal as a single point of entry.	
e.	Use a common approach for support of Web-based services.	

Topic	Complete
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Copyright

a.	Include the copyright symbol and statement at the bottom of each page.	
b.	Include the copyright as an element of a footer or cascading style sheet.	
c.	Page content is copyrighted, whether stated or not.	
d.	Copyright works are still public record and may be subject to disclosure under the Open Public Records Act.	

Hyperlinks

a.	Link text should inform the user of the intended destination.	
b.	Avoid terms like "click here."	

Image Design Considerations

a.	Optimize images.	
b.	Minimize download time.	
c.	Review best practices for image resolution.	
d.	Design for monitor display setting of 800x600 pixels.	
e.	Use ALT tags for Accessibility - Review Accessibility Styleguide.	

Intended Use/External Content Policy Guidelines

a.	Include a statement of policy regarding the purpose of its Web site.	
b.	Include the conditions under which the agency will place or allow "external content" on its Web site.	
c.	Include the process the agency will use to monitor the external content allowed.	
d.	Agencies proposing to significantly modify template language may wish to review proposed changes with the Office of the Attorney General.	

Meta Tags

a.	Use meta tags to help pages be found with search engines.	
b.	Determine a naming structure for HTML page titles that includes words that people are likely to use when they	

	search for the content of that page.	
c.	Become familiar with the WAGILS content indexing standard.	
d.	As a minimum use the title, description, keyword, and originator fields of the WAGILS set on each page.	

Topic	Complete
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Minimize User Hardware and Software Requirements

a.	Minimize client-side code by using sever-side logic.	
b.	Keep demands on the user's workstation to minimum.	
c.	Clearly demonstrate how and where to obtain the plug-in.	
d.	Use plug-ins that are available to the user for no charge.	

Navigation

a.	Design Web sites so that they are easy to navigate using a task (function) based approach.	
b.	Provide a topical index, graphical site map and/or internal site search function.	
c.	Provide links or navigation buttons back to the home.	
d.	Use the page title tag to provide a meaningful description of content.	
e.	Provide different methods of navigation.	
f.	Perform navigation testing with external consumers using the site.	
g.	Ensure the navigation scheme works for specified audiences.	

PDF

a.	Optimize Adobe PDF files for online viewing.	
b.	Reduce the size of the PDF when necessary.	
c.	Consider using page-at-a-time downloading and viewing with "Byte serving" or "Fast Web View" for large files.	

Performance

a.	Limit use of graphics – use multiple occurrences of the same image instead of different images. The image file will be in the user's local cache and will render quickly.	
b.	Help users predict response time in downloading large pages or multimedia files by indicating the size of the	

	download next to the link. Sizes should be given for files that will take more than 10 seconds to download at the prevalent bandwidth available to most users.	
c.	Use Multimedia effects only when they add to the user's understanding of the information.	
d.	Use ALT text attributes for images so users understand what they are about before they are rendered.	
e.	Include WIDTH and HEIGHT attributes on all images and tables so the browser can draw the page quickly.	
f.	Make the top of the page meaningful even when no images have been downloaded.	
g.	Cut down on the complexity of tables on pages.	

Topic	Complete
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Privacy

a.	Incorporate an appropriate privacy policy.	
b.	Publish a privacy notice and safeguard personal information.	
c.	Identify any information that is collected from visitors to the site and explain how that information will be used.	
c.	The site home page and any Web page where personal information is collected shall include a link to the appropriate privacy notice.	

Records Retention and the Web

a.	Contact your agency Records Officer	
b.	With your agency Records Officer and Information Services staff, review the state general schedule and the records retention schedule for your office to determine if all web records are covered. Identify those that apply.	
c.	With your agency Records Officer, schedule those records that are not covered by the state general schedule or your office schedule.	

Test User Environment

a.	Test Web sites prior to publication.	
b.	Proofread content, test links, check platform and browser independence, accessibility, and usability.	
c.	Test the functionality, business rules, database connections, and user interfaces of dynamic Web sites.	

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Usability

a.	Ensure users of the Web site can complete key tasks and find critical information easily and quickly.	
b.	Periodically test state agency sites with representatives from key audiences for simplicity, accessibility, ease of navigation, task completion and overall user satisfaction.	

Video Guidelines

a.	Research the various video formats (players, features, requirements, user info).	
b.	Consult with server administrator(s) on available delivery methods and limitations.	
c.	Review the Access Washington Styleguide for accessibility.	
d.	Determine the targeted audience and connection speeds (T1, DSL, Modem).	
e.	Evaluate the video requirements (format, length, quality, production, budget, timeline).	
f.	Perform user testing to ensure proper playback and delivery to targeted audience.	

Web Site Maintenance

a.	Review and maintain Web site content.	
b.	Check for broken or outdated links.	
c.	Use a redirect page when necessary.	
d.	Communicate changes that may affect other agencies.	

Write for the Web

a.	Focus the Web site on users information needs.	
b.	Present the information in as few of words as possible.	
c.	Break text into short sections of straightforward sentences.	
d.	Use meaningful headings.	
e.	Use lists (bulleted and numbered).	
f.	Use visuals when they help convey the information.	
g.	Supply links to other useful information and resources.	